

ABSTRACT OF THE DISCLOSURE

Apparatus, method, and system as well as recording media designed to process information so as to enable individual information to be delivered per user, together with the AV contents. A server analyzes a delivery request received from the terminal, and as a result of this analysis, general purpose additional information is extracted from the additional information master database. Concurrently, reference is made to the user information on the user information database, so the user requested individual additional information is extracted from the additional information master database. The server edits the extracted general purpose additional information and individual additional information, creates the individual metadata for delivery, reads out the delivery requested AV contents stored in the AV contents database, and delivers the relevant AV contents together with the individual metadata via the Internet to the terminal.